



KSHB-TV

# ORDER

Print Date 10/01/12 Page 1 of 2

Flight Dates **10/08/12-11/06/12**

Contract / Revision **312213 /**

Original Date / Revision  
09/24/12 09/25/12

Advertiser **Montee / Democrat / Lieuten**

Product

Agency Com 15%

Billing Contact

**4050 Pennsylvania - Suite #103  
Kansas City, MO 64111**

Agency **Ruth Burke & Associates Inc**

Buying Contact

**4050 Pennsylvania - Suite #103  
Kansas City, MO 64111**

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL PAID CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	39	\$19,231.25	\$22,625.00	158.10	10/01/12	10/28/12	39	\$19,231.25	\$22,625.00
November 2012	19	\$9,732.50	\$11,450.00	75.60	10/29/12	11/06/12	19	\$9,732.50	\$11,450.00
<b>Totals</b>	<b>58</b>	<b>\$28,963.75</b>	<b>\$34,075.00</b>	<b>233.70</b>					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/08/12	11/06/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	3	\$375.00	P-2	2.60 NM	14	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--		3			\$375.00			2.60		
Week:		10/15/12	10/21/12	MTWTF--		3			\$375.00			2.60		
Week:		10/22/12	10/28/12	MTWTF--		3			\$375.00			2.60		
Week:		10/29/12	11/04/12	MTWTF--		3			\$375.00			2.60		
Week:		11/05/12	11/11/12	MT-----		2			\$375.00			2.60		
N 2	KSHB	10/08/12	11/06/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$325.00	P-2	2.90 NM	9	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--		2			\$325.00			2.90		



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Print Date: 10/01/12

Page 2 of 2

Contract / Revision **312213** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/25/12

Order Sep 00:20:00

Advertiser **Montee / Democrat / Lieute** Product

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KSHB	10/08/12	11/06/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$325.00	P-2	2.90	NM	9	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$325.00		2.90			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$325.00		2.90			
	Week:	10/29/12	11/04/12	MTWTF--		2				\$325.00		2.90			
	Week:	11/05/12	11/11/12	M-----		1				\$325.00		2.90			
N 3	KSHB	10/22/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$600.00	P-1	4.40	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$600.00		4.40			
	Week:	10/29/12	11/04/12	MTWTF--		2				\$600.00		4.40			
	Week:	11/05/12	11/11/12	M-----		1				\$600.00		4.40			
N 4	KSHB	10/08/12	10/19/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$400.00	P-2	4.40	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		2				\$400.00		4.40			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$400.00		4.40			
N 5	KSHB	10/08/12	10/19/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	2	\$600.00	P-2	5.90	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		2				\$600.00		5.90			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$600.00		5.90			
N 6	KSHB	10/22/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	2	\$800.00	P-1	5.90	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$800.00		5.90			
	Week:	10/29/12	11/04/12	MTWTF--		2				\$800.00		5.90			
	Week:	11/05/12	11/11/12	M-----		1				\$800.00		5.90			
N 7	KSHB	10/08/12	11/06/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	3	\$900.00	P-2	4.50	NM	13	\$11,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--		3				\$900.00		4.50			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$900.00		4.50			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$900.00		4.50			
	Week:	10/29/12	11/04/12	MTWTF--		3				\$900.00		4.50			
	Week:	11/05/12	11/11/12	M-----		1				\$900.00		4.50			
N 8	KSHB	10/08/12	11/04/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$800.00	P-2	5.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$800.00		5.00			
	Week:	10/15/12	10/21/12	-----S-		1				\$800.00		5.00			
	Week:	10/22/12	10/28/12	-----S-		1				\$800.00		5.00			
	Week:	10/29/12	11/04/12	-----S-		1				\$800.00		5.00			
Totals														58	\$34,075.00